

Criterion A: Inquiring & analysing

A	<i>i.</i> explain and justify the need for a solution to a problem for a specified client/target audience	<i>ii.</i> identify and prioritizes primary and secondary research needed to develop a solution to the problem	<i>iii.</i> analyse a range of existing products that inspire a solution to the problem	<i>iv.</i> develop a detailed design brief, which summarizes the analysis of relevant research
	1-2 I have stated the problem for a specified client/target audience and the need for a solution to it.	I have outlined a research plan and identified primary and secondary research needed to develop the solution to the problem	I have analyzed one existing products that solved similar problem	I have developed a <u>basic</u> design brief, which stated the findings of relevant research. Research summary provided <u>limited</u> answers <u>to some</u> of the research questions.
	3-4 I have outlined the problem for a specified client/target audience and the need for a solution to it.	I have outlined a research plan, which identified and prioritized primary and secondary research needed to develop the solution to the problem , with some guidance	I have analyzed few existing products that solved similar problem using a range of strategies	I have developed a design brief, which outlined the analysis of relevant research. Research summary provided answers <u>to some</u> of the research questions.
	5-6 I have explained the problem for a specified client/target audience and the need for a solution to it.	I have constructed a research plan, which identified and prioritized primary and secondary research needed to develop the solution to the problem , with some guidance	I have analyzed a range of existing products that solved similar problem using a range of strategies	I have developed a detailed design brief, which explained the analysis of relevant research. Research summary provided answers <u>to some</u> of the research questions, and clarified the essential and desirable features of the solution.
	7-8 I have explained the problem for a specified client/target audience and justified the need for a solution using information gathered from primary or secondary sources.	I have constructed a detailed research plan, which identified and prioritized primary and secondary research needed to develop the solution to the problem <u>independently</u>	I have analyzed a range of existing products that solved similar problem <u>in detail</u> using a range of strategies	I have developed a detailed design brief, which summarized the analysis of relevant research. Research summary provided answers <u>to each</u> of the research questions, and clarified the essential and desirable features of the solution.